

From the Editor

Spark of creative thoughts: 'A great place to start is to ask' There has always been acknowledgement and greater rewards for people who could accomplish on better ideas. People are recognized as best individuals by their creative and innovative ideas. The more diverse people a person interact with; better the opportunities for knowledge explosion. This gives prospect for Interactive creativity implying on heterogeneity, the result of an effective and successful synthesis of the different perspective that serves as a spark to create something new and better. I wish all the emerging leaders to become thought leaders and change the vision of society in an optimistic way.

I am pleased to present the second issue of our Newsletter Impressions for the academic year 2018-19 which captures the events and activities of last six months.

We look forward to your suggestions and feedback for any improvements.

Happy Reading!

Thanks and Regards

Ms. R. Sona

Vision

We shall be a leader in education, training and consulting in management founded on a strong base of core values, holistic perspective and recognition of human dignity.

Mission

We are committed to empowering young women become successful business leaders and entrepreneurs and enable these young women to lead their lives with professional will and personal humility coupled with knowledge, skill and competence.

Message from Director

I happened to go through an article written by Saga Briggs, Managing Editor of InformED, on the changing role of a teacher. I found it very relevant and inline to what the teaching fraternity is mulling over for some time. She emphasizes the need for redefining, what it means to teach. With the advent of sophisticated learning analytics and assistive technologies, she says that there has to be fundamental changes in the way a teacher practices.

Briggs says that it is now a matter of Smartphone and Google for students rather than listening to the sage-on-the-stage. She quotes about an educator, consultant, and author Doug Lemov, who spent a lot of his time focusing on performance, not just his students' but his own. In his books and workshops, Lemov talks about what pace to move around the room, what language to use when praising a student, how to adjust the angle of one's head to let students know that he or she is looking at them. Teaching, he says, is "a performance profession." Lemov created a taxonomy over the years, illustrating how to perform effectively as a teacher, and in 2010 he was asked to develop it into a book '*Teach Like a Champion*', which lists "62 techniques that put students on the path to college," became a best-seller, and features specific, actionable strategies that increase student engagement.

Sara Birggs suggests that a teacher has to be a concept mentor and not a content mentor, which is very important. She states that a teacher has to invest in his or her own continual development and cautions to use technology for the right reasons. Last but not the least is that, a teacher should realize that there is no room for conventions and standardization and it is time for customization and adaptation.

Dr. P. Sadhasivam
Director



ANNUAL EVENTS OF GRGSMS

Academic Council Meeting

Director, Dr. P. Sadhasivam, and student representative Ms. V. Jeyaharitha of II MBA attended the Academic Council meeting on 28 November 2018.



Academic Council Meeting

Industry Day 2018



Industry Day 2018 Inaugural Session

The annual Industry-Institute Interface Day organized on 22 December 2018. Dr. Nandini Rangaswamy, Chairperson, GRG Institutions delivered the welcome address and overview of 'Industry Day 2018'. Mr. K. Suresh, President and CEO, India Cements Capital Limited, Chennai delivered the inaugural address. The theme of the Annual Industry day was "Leading the Future: Challenges of Disruptive Change". The panel speakers representing the industry were Mr. Muthu Kumar Thanu, Group Chief HR Officer, TAFE Ltd., Chennai and Mr. Shyam Velumani, Co-Founder, Venpep Solutions, Coimbatore. The panel speakers representing the academia were Prof N. Venkiteswaran, Director, Thiagarajar School of Management, Madurai and Dr. N. R. Alamelu, Principal, Sri Ramakrishna Engineering College, Coimbatore. Dr. P. Sadhasivam, Director, GRGSMS, moderated the session.



Panel Discussion

Ujrith 2019



Ujrith meaning "**The Power of Partnership**", the annual mega inter B-School meet was conducted on Thursday, 31 January 2019. Ujrith 2019 saw over 594 student participants from 40 prestigious institutions all over Tamilnadu. Mr. P. Omprakash, Head- Business Operations, Deloitte, Bangalore was the Chief Guest for the inaugural function. The prizes to the winners were distributed at the valedictory function by the Chief Guest, Dr. O. A. Balasubramainam, Managing Director, Roots Cast Pvt. Ltd., Coimbatore.



“ All our dreams can come true - if we have the courage to pursue them. ”

-Walt Disney

Feb Fiesta 2019



Feb Fiesta, the annual flagship event of GRGSMS, was held on 20 February 2019 on the theme 'Nurture Nature' - through business. Our Chairperson, Dr. Nandini Rangaswamy, inaugurated the programme. Students exhibited various ways of incorporating nature into our everyday lives through eco-friendly business ideas and practices. A total turnover of Rs.2, 90,995 was achieved on the day.



Alumnae Homecoming 2019



Alumnae homecoming was held on 23 February 2019. The prominent Alumna was identified in three different categories and were awarded, namely Ms. Meera Ramakrishnan (Class of 1995) as Best Alumna - Entrepreneur, Ms. Uma Maheshwari (Class of 1999) as Best Alumna - Professional and Ms. N. Vallishri (Class of 2016) as Best Young Alumna.



MAJOR INITIATIVES OF GRGSMS

ACBSP Mentor Visit

Dr. Douglas Gilbert, Mentor, ACBSP visited GRGSMS during 29 - 30 November 2018.



ACBSP Mentor Dr. Douglas Gilbert visit

MBAPlus

19 students, eight from II MBA and 11 from I MBA have been identified as MBAPlus with the primary objective to provide additional inputs and enable selected students to realize their potential for leadership after graduation. Classes commenced for the selected students from 22 October 2018.

Lean Six Sigma Green Belt Certification

66 students of II & I MBA attended a 3-day training programme on "Lean Six Sigma Green Belt Certification" during 27-29 December 2018. Mr. G. K. K. Singh, Director, Asian Institute of Quality Management was the resource person.

Annual Maria Philip Memorial Inter-collegiate Debate Competition

GRGSMS hosted the 'Annual Maria Philip Memorial Inter-collegiate Debate Competition' of Xavier Institute of Management and Entrepreneurship (XIME) on 26 October 2018 in memory of the late Ms. Maria Philip, daughter of Prof J. Philip, Chairman, XIME. The topic of the debate was "Will the Services Sector help India's Economy overtake China's?" and Ms. A. Punitha and Ms. V. Jeya Haritha of GRGSMS were the zonal winners.



Zonal Winners

ACBSP Peer Team Visit

The ACBSP International Accreditation site visit was conducted from 4-6 March 2019. The three member's team comprising the team chair Mr. Naheem Mahtab, Lecturer of Accounting, Independent University, Bangladesh and the members Dr. Kristina Collins, Assistant Professor, Management from Tiffin University, Ohio and Dr. Julia Clay, Department Chair/ Associate Professor, Brenau University, Georgia, visited GRGSMS and completed the site visit.



“It often requires more courage to dare to do right than to fear to do wrong.”
- Abraham Lincoln

RYLA Programme

'Rotary Youth Leadership Awards' organized by Rotary Club of Coimbatore Uptown for students on 5 January 2019.



RYLA Inaugural Function

Student Management Day

GRGSMS hosted 'Student Management Day' the annual flagship event organized by Coimbatore Management Association on 19 February 2019.



International Conference

International Conference on the topic "Industry 4.0: Developing Sustainable Competitive Strategies" was organized during 8-9 March 2019. Keynote note speakers were Dr. Usha Ramanathan, Professor, Nottingham Business School, Nottingham Trent University, UK and Dr. T. Senthil Kumar, Professor, Faculty of Industrial Management, University Malaysia Pahang, Malaysia. During the valediction a panel discussion has been organized consisting Speakers from industry: Mr. Bhagath Singh Karunakaran, CEO and Managing Director, Kalycito Infotech Pvt. Ltd., Coimbatore Mr. N. Gopinadan Nair, Associate Director - Operations, VWR International LLC (Part of Avantor), Coimbatore and Speakers from Academia: Dr. A. G. V. Narayanan, Director, DJ Academy of Managerial Excellence, Coimbatore and Dr. Vinay Kumar Chaganti, Professor & HOD (BBA), Kumaraguru College of Liberal Arts and Science, Coimbatore. Prof. S. Balasubramanian, Chief Mentor, GRGSMS moderated the discussion.



STUDENT DEVELOPMENT ACTIVITIES

Day With Nature Programme

The II-MBA students were taken to Temple of Consciousness, Aliyar, Pollachi on 17 November 2018. Dr. R.K. Sudhamathi, Associate Professor, Dr. Savitha Nair, Associate Professor, Dr. G. B. Sabari Rajan, Associate Professor, Ms. R. Sreeprabha, Assistant Professor and Ms. R. Sona, Assistant Professor escorted the students.



The I MBA students were taken to Nilgiri Biosphere Nature Park at Anakatti on 17 November 2018. Ms. P. B. Saranya, Assistant Professor, Dr. P. Paramanandam, Professor, Dr. M. Maheswari, Associate Professor and Dr. S. Allimuthu, Associate Professor escorted the students.



National Tour to Goa and Mangalore

Dr. P. Paramanandam, Professor, and Ms. R. Sona, Assistant Professor, accompanied 38 II MBA students during their educational tour to Goa and Mangalore during 4 - 8 February 2019. Students visited Manipal Technologies Limited (formerly known as Manipal Press Ltd).



Students at Manipal Technologies Limited, Manipal

International Tour to Dubai

Dr. R. K. Sudhamathi, Associate Professor, GRGSMS accompanied 27 II MBA students during the international tour Dubai and Abudabhi during 4 - 8 February 2019. Students visited AJMAL Perfume Industry, Dubai.



Outbound Training Programme

Four days Outbound Training Programme was organised for the I MBA students at Sky High Academy, Periyanaickanpalayam during February 2019. Dr. S. Allimuthu and Dr. M. Maheswari accompanied the first batch students for their OBP during 5 - 8 February. Ms. R. Sreeprabha and Ms. P. B. Saranya accompanied the second batch students for their OBP during 12-15 February 2019.



SHREYAS ACTIVITIES

Environment Interest Group organized environment awareness talk on the topic "Environment and Wild Life Protection". Mr. Jalaluddin, President, Nature Conservation Society, Coimbatore was the guest speaker for the session on 16 October 2018.

Health and Fitness Interest Group organised "Throw Ball" & "Badminton" tournaments for I and II MBA students on 24 October 2018.

Community Interest Group students of MBA and PGDMFS along with Ms. R. Sreeprabha, Assistant Professor volunteered a general awareness to the students of 3rd, 4th and 5th standard respectively at Madampatti Government Primary School, Madampatti, Coimbatore on the topic "Good Touch and Bad Touch" on 10 January 2019.



Right Brainers Interest Group conducted activities on "Rescue Mission, Sense play and Guardian Angel" on 11 January 2019.

Community Interest Group students Ms. A. Punitha and Ms. D. Keerthana Devi delivered a lecture on "Individual

Development Program", for the students of 7th, 8th and 9th standards respectively at Sethu Vidyalaya School, Vedapatti on 27 January 2019.

GRGSMS received the Silver Zone Award from Indian Blind Empowerment Champions 2019 on the eve of 34th Annual Day Programme at IAB Campus, Madurai on 9 February 2019.

Technology Interest Group conducted technology quiz based on technology tips send through daily emails on 27 February 2019.



CURRENT AFFAIRS AND BUSINESS QUIZ

Quiz on 'Business news of last month' has been organized on 17 October 2018.

Mind Mapping and Mix & Match contest based on the current business news has been organized on 20 November 2018.

A Debate on the topics 'Acquisition of Flip kart by Wal-Mart: Impact on Indian E-Commerce', 'Waiver of agriculture loan

and its impact on banks' and Ad and seek (Identify the brand) has been organized on 31 December 2018.

Mixed Connections (Business and Current news) and Quiz on Current issues has been organized on 9 January 2019.

Quiz on spectrum of sectors and Presentation on selected fortune 500 companies has been organized on 23 January 2019.



“ It is our attitude at the beginning of a difficult undertaking which, more than anything else, will determine its successful outcome. ”

– William James

Other Celebrations

As a part of National Education Day, students organized a discussion on the topic "Role of Technology in Higher Education" on 14 November 2018. Stakeholders of higher education - Faculty, Student and Alumnae shared their perspectives on the topic, followed by student's presentation on their feasible ideas pitched to improve higher education system.

The students forum SHREYAS organized Diwali celebration on 2 November 2018. Students conducted competitions such as poster making on the theme "Green Diwali" and cooking without fire.

Student forum SHREYAS organised Pongal Celebrations on 12 January 2019. A debate was organized on the topic, "Tamilians Tradition & Culture are Upheld or Deteriorated by the Current generations". Dr. P. Sadhasivam, Director, moderated the session.



National Education Day - Debate



Pattimandram in Pongal Celebration

STUDENT PARTICIPATION AND ACHIEVEMENTS

Students participated in the Vizista'18 a National level Technical Symposium organized by Vellalar College of Engineering and Technology, Erode and won first prize in paper presentation, second prize in business quiz and 'Best Manager' award on 5 October 2018.

Two students of II MBA and I MBA participated in the Navratri celebrations at Chandra Public School, Coimbatore on 3 November 2018.

Students participated in the 22nd National Student Management Game organized by AIMA (All India Management Association) during 21-24 November 2018. All the three teams (Team1: Ms. N. Karthie Priya, Ms. E. Priyadarshini, Ms. Reema Ann Mohan and Ms. B. P. Yashwanthi. Team2: Ms. P. Dharani, Ms. S. R. Sharmi, Ms. R. Swathi and Ms. Binny Upadhaya. Team3: Ms. P. Akalyaa, Ms. S. Afritha, Ms. S. Pragalya and Ms. C. Swathi, participated in the competition entered the regional finals on 23 November 2018. Among 16 finalists all over India, two teams were from GRGSMS, the team comprises of Ms. N. Karthie Priya, Ms. E. Priyadarshini, Ms. Reema Ann Mohan and Ms. B. P. Yashwanthi won the championship in the National finals on 24 November 2018.

Ms. S. Kiruthika of I MBA was the second runner-up in the Global Student Entrepreneur Award (GSEA) Regional Finals organized by the Entrepreneurs' Association on 24 December 2018.



NSMG-National Winners

Founders' Day and GRG Centenary Celebrations held on 19 January 2019. Four Students of GRGSMS received a cash prize of Rs. 5,000/- each for winning First prize in the National Management Games conducted by All India Management Association. Students of II MBA participated in mass dance.

Students of I MBA participated in the intercollegiate meet MAVERICK'19 at KSR Business School on 29 January 2019. Ms. B. Gayathri Devi, Ms. N. Akshaya, Ms. N. M. Krishnapriya and Ms. K. R. Swathi of I MBA won First prize in the event Smart Investors.



First prize in Smart Investors Contest

CMA Chapter Institutions organized the annual event 'Brands of Coimbatore' on 1 February 2019. GRGSMS student chapter took part in the programme.

Prof. S. Balasubramanian, Chief Mentor, Dr. P. Sadhasivam, Director, along with 45 Students of II MBA attended a programme on "Ministry of Finance" organised by CMA at PSGIM on 5 February 2019.

“ It's not about money. It's about the people you have, and how you're led. ”
- Steve Jobs

GRGSMS hosted Student Management Day organized by Coimbatore Management Association on 19 February 2019. Ms. S. Afritha of II MBA received Best Management Student Award 2019. Ms. M. Eneya Sri, Ms. V. Jeyaharitha of II MBA won second prize in Debate contest.

Ms. J. Nishasri, Ms. M. Preethi, Ms. P. Rajanila and Ms. C. Swathi won second place in the Best Management Team contest in the intercollegiate meet EXEMPLAR 2K19 organized by Hindustan College of Arts and Science on 28 February 2019.



Second place in Best Management Team Contest

Ms. M. Madhubala, Ms. M. Vaishnavi Priya and Ms. Ritu Sharma of II MBA, Ms. Reema Ann Mohan and Ms. B. P. Yashwanthi of I MBA won first prize in Product Launch contest and Business Quiz contest in the intercollegiate meet organized by Sri Ramakrishna Institute of Technology on 1 March 2019.



First prize in Product Launch Contest

Ms. B. Karpagam, Ms. S. A. Indhumathi, Ms. Nikkitha and Ms. N. Shri Durga Preethii of II MBA won second prize in Best Marketing Team contest in the intercollegiate meet organized by Guruvayurappan Institute of Management on 1 March 2019.

MONTHLY ROUTINES

E- TALK

ED Cell screened the movie "The pursuit of happiness" to the ED Cell students on 4 October 2018. This was followed by a discussion on the learning from the movie.

Mr. S. K. Arun Viswanathan, CEO & Chocolatier, Ganache for Da Chocoholics, Coimbatore delivered an E-Talk on the topic "The story of a Chocopreneur from Coimbatore" on 12 October 2018.



E-Talk by Mr. S. K. Arun Viswanathan

An Entrepreneurship Awareness Programme was organized for the Entrepreneurship Development (ED) cell students during 15-16 November 2018. Dr. A. S. Vasudev Rao, former Senior Professor & Dean (Admin), TAPMI, Manipal, facilitated the programme.



Entrepreneurship Awareness Programme

Ms. Vijayalakshmi Nachiar, Co-founder, Ethics delivered an E Talk on the "Farm-to-Fashion" journey of Ethics textiles on 16th November 2018 as a part of Entrepreneurship Awareness Programme.

Mr. Anmol Vij, Founder, Keys Lab Software India (P) Ltd & Talk Factory delivered an E-Talk on the topic "How to start a business?" on 24 December 2018.

Mr. A. P. Prabhu, Assistant Director, MSME Development Institute, Coimbatore delivered a talk on the topic "Financial Assistance for Entrepreneurs from GOI" on 24 January 2019.

“ Because a thing seems difficult for you, do not think it impossible for anyone to accomplish. ”
- Marcus Aurelius

Industry Connect (CXO Talk / Guest Lecture/ Industrial Visit)

Mr. N. Maheshkumar, CEO, Ashirvad Financial Services, Chennai, delivered a guest lecture on "Financial Products and Investment Evaluation" for the course Financial Services on 3 October 2018.

Mr. C.K. Ravish, Director - Talent Management, Brainchild Group / MHL Global, Dubai, delivered a guest lecture on "Performance Based Compensation" for the course Performance Management System on 3 October 2018.

Mr. Keshav Mahur, Manager- Production, LV Switchboard, EAIC (Electrical & Automation), Larsen & Toubro, Coimbatore, delivered a guest lecture on "Just-In-Time Inventory" for the course Cost Management on 5 October 2018.

Mr. P. S. Srikumar, CEO, Covai Property Centre (India) Pvt. Ltd., Coimbatore delivered a CXO-talk on the topic "Will to Succeed" on 8 October 2018.



CXO Talk by Mr. P. S. Srikumar

Mr. Karthik Veer, Chief Learner, Blackboard Learning, Coimbatore delivered a guest lecture on "Big Data Analytics and Business Intelligence" for the course Information Technology for Business on 10 October 2018.

Mr. P. Ravindranath, Principal Consultant and Kerala Head - R K Swamy, BBDO Pvt. Ltd., Kochi delivered a guest lecture on "Designing brand campaign based on Consumer insights" for the course Consumer Behavior on 13 October 2018.

Mr. R. Gopinathan, Founder & CEO, Yaanar Technologies Private Limited, Coimbatore delivered a guest lecture on "Search Engine Optimization" for the course Digital Marketing on 16 October 2018.

Mr. G. K. K. Singh, Director, Asian Institute of Quality Management, Pune, delivered a special talk on the topic "Lean Management" on 24 October 2018.

Mr. N. Senthil Kumar, Managing Director, VSSL Stock Broking, delivered a guest lecture on "Commodity Markets and Investing in Shares" for the course Financial Markets on 27 October 2018.

Mr. Srinivas Sastri, Chief Human Resource Officer, Sakthi Group, Coimbatore delivered a CXO talk on the topic "What Should I Specialise in?" on 2 November 2018.

Mr. Dharshak Jain, Business Manager, Lifestyle Stores, Coimbatore delivered a guest lecture on "Applications of CRM in Retail Industry" for the course Customer Relationship Management on 22 November 2018.



Guest Lecture by Mr. Dharshak Jain

Mr. C. S. J. Srinivasa Saravanan, Company Secretary, Malabar Cements, Palakkad delivered a guest lecture on "Corporate Governance and CSR" for the course Corporate Governance and Business Ethics course on 24 November 2018.

Industry visit to Hirotec India Pvt Limited, Keeranatham, Coimbatore, on 19 December 2018. Dr. Vandana Madhavkumar escorted students of IMBA.

Industry Visit to LMW (Lakshmi Machine Works) Kaniyur Unit on 12 January 2019. Dr. S. Allimuthu, Associate Professor escorted students of IMBA.

Mr. S. Hariharan, Sr.Branch Manager, Sharekhan Ltd, Coimbatore, delivered a guest lecture on "Technical Analysis a tool for Investment Strategy" for the course Security Analysis and Portfolio Management on 26 February 2019.

Alumna Talk

Ms. N. Janani (Class of 2016), Business Manager to Directors, Quadrasystems.net, Coimbatore and Ms. Shanmuga Priya (Class of 2016), Sales Executive and Digital Marketing, Information Dynamics, Chennai addressed our students on the topic "What organizations expect from Management graduates", an experience sharing session on 17 October, 2018.



Ms. N. Janani and Ms. Shanmuga Priya (Class of 2016)

The Executive Committee Meeting of Alumni Association (MANAGEMENT ALUMNI ASSOCIATION OF GRG INSTITUTIONS) was conducted on 26 November 2018.

Ms. M. Femitha Parveen (Class of 2017), Ms. G. Sabharinee (Class of 2017), Partner, Plastalls, Coimbatore addressed our students on the topic "GRGSMS: A platform to evolve as a leader" on 04 January 2019.

PLACEMENT

Nine of our II MBA students were selected by Quadrasystems.net (India) Private Ltd, Coimbatore, as Inside Accounts Manager at a Yearly CTC of Rs. 3.60 Lakhs on 20 November 2018.

Four of our II MBA students were selected by Blackboard Learning, Coimbatore, as Client Engagement Manager at a yearly CTC of Rs. 5.20 Lakhs on 27 December 2018.

Ms. B. Anjali got selected by Career Net HR Solutions, Bengaluru, as Associate Consultant HR at a yearly CTC of Rs. 3.00 Lakhs on 9 January 2019.

Ms. S. Amirtha Priya, got selected by TTK Services Ltd, Bangalore, as Associate Consultant HR at a yearly CTC of Rs. 3.30 Lakhs on 12 February 2019.

FACULTY CORNER

Dr. B. Sripirabaa, Associate Professor, acted as the Resource Person during the FDP on "Research Methodology and Publishing Research Articles" for faculty of commerce, organized by PSGRKCW on 3-4 October 2018.

Dr. P. Sadhasivam, Director, attended the meeting of panel members of the Education Panel of CII Coimbatore on 5 October 2018.

Dr. Savitha Nair, Associate Professor, handled a session on "Business Model and Business Plan Preparation" during the FDP on Entrepreneurship organized by IEDC, PSGRKCW on 12 October 2018.

Dr. R. K. Sudhamathi, Associate Professor and Ms. P. B. Saranya, Assistant Professor, attended the "Kavalan" app demo session organised by PSGRKCW on 30 October 2018.

Dr. S. Allimuthu, Assistant Professor, attended the 11 International Accreditation Conference organised by SEAA trust at New Delhi during 26-27 November 2018.

Dr. Vandana Madhavkumar, Associate Professor, handled sessions on "Communication Strategies for Educators" during the FDP for the faculty of Saraswathi Thyagaraja College, Pollachi, on 4 December 2018.

Dr. Savitha Nair, Associate Professor, attended the Women Entrepreneurs' Empowerment Expo organised by CII IWN on 7-8 December 2018.

Ms. R. Sona, Assistant Professor, presented a paper titled "Human Capital Enrichment And Women Entrepreneurship In Economic Development - A Global Perspective" in the International Conference on Business, Society and Sustainability-Recent Trends and Innovations, organized by Bharathiar School of Management and Entrepreneur Development on 10 December 2018.

Dr. P. Sadhasivam, Director, **Dr. B. Sripirabaa**, Associate Professor and Ms. S. Sathyapriya, Assistant Professor, attended a two day regional summit on higher education with the theme "Drivers of the Higher Education 3.0: Technology, innovation and Competency" organised by CII during 19 - 20 December 2018. **Dr. P. Sadhasivam**, Director, chaired a session on "Inter disciplinary Dynamics"

Dr. M. Maheswari, Assistant Professor, Ms. R. Sona, Assistant Professor, Ms. R. Sreepabha, Assistant Professor and Ms. A. Punitha, Student (II MBA - Section II) received 'Third prize' for Teacher's Day Celebration - "Solve-A-Thon" Contest, during the two day regional summit on higher education organised by CII, Coimbatore on 20 December 2018.

Dr. G. B. Sabari Rajan, Associate Professor presented a paper titled "Digital Payment: A Threat to Traditional Banking" in the International Conference on "Management in Digital Era" organized by Sri Krishna College of Engineering and Technology on 20 December 2018.

Dr. B. Sripirabaa, Associate Professor, along with Ms. M. Reshma, Research Scholar presented a paper on "Entrepreneurial Intention and Self-Efficacy among the Women Students" in the International Conference on "Innovative practices in Management and Entrepreneurship" organized by Department of Management Studies, BNM Institute of Technology, Bangalore held during 27-28 December 2018. The paper was conferred with the best paper award.

Dr. Vandana Madhavkumar, Associate Professor, handled sessions for half a day on "Business Communication" for 32 executives of Suguna Foods on 28 December 2018 at Plaza Inn, Coimbatore.

Dr. B. Sripirabaa, Associate Professor, was the Resource Person for the workshop on "Research Methodology and Writing a Research Report" for the Post Graduate Students of Commerce, PSGRKCW during 28-29 December 2018.

Dr. M. Maheswari, Assistant Professor, attended the Sixth International Conference - Preparing for the Future: Learning and Teaching Management organized by Justice K S Hegde Institute of Management, NITTE University, Mangalore, Karnataka during 29-30 December 2018.

Dr. Vandana Madhavkumar, Associate Professor, anchored sessions of a two-day programme on "Business Communication" for the executives of Bradken India Ltd during 4-5 January 2019.

Dr. S. Allimuthu, Associate Professor, attended the Scrutiny board meeting for end term examinations at Thiagarajar School of Management, Madurai on 10 January 2019.

Dr. B. Sripirabaa, Associate Professor, acted as a Resource Person and conducted a workshop on "Research Methodology using SPSS" for the students of M. Com on 8 and 10 January 2019.

Dr. Vandana Madhavkumar, Associate Professor, was the programme facilitator of a one-day programme on "Business Communication" for the executives of Suguna Foods on 25 January 2019 at Citrus, Lemon Tree Hotel, Coimbatore.

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Dr. S. Allimuthu, Associate Professor, attended a two day conference on "Indian Management Education: Time to Transform" organised by XIME Bangalore during 29-30 January 2019.

Dr. R. K. Sudhamathi, Associate Professor, presented research paper on " Impact of Macroeconomic forces on Indian Stock Market" in the international conference on "Economics and Finance in the Globalized World: The Dilemmas" organized by Narsee Monjee Institute of Management Studies(NMIMS), Bangalore, during 9 - 10 February 2019.

Dr. S. Allimuthu, Associate Professor, acted as a Judge for Business plan Contest and Best Manager Event in the intercollegiate meet organised by GR Damodaran Academy of Management on 13 February 2019.

Dr. G. B. Sabari Rajan, Associate Professor, presented a paper in the National Conference organised by School of

Management, DG Vaishnav College, Chennai on 14 February 2019.

Dr. Savitha Nair, Associate Professor, presented a paper titled "Consumer Adoption of Online Food Delivery Services: An Investigation" in the International Conference on "Innovations in Management: Technology and Practices for Business and Society" organized by KCT Business School on 15 February 2019.

Dr. Vandana Madhavkumar, Associate Professor, anchored sessions on "Business Communication" for the executives of Autoprint Machinery Manufacturer Pvt. Ltd., on 16 February 2019.

Dr. Vandana Madhavkumar, Associate Professor, anchored sessions on "Business Communication" for the executives of Lakshmighraha Enterprises on 23 February 2019.

Members of faculty published more than 10 papers in national and international journals during the current semester.

EMPATHETIC LEADER

One of my favorite read on Empathy:

"When you plant lettuce, if it does not grow well, you don't blame the lettuce. You look for reasons it is not doing well. It may need fertilizer, or more water, or less sun. You never blame the lettuce. Yet if we have problems with our friends or family, we blame the other person. But if we know how to take care of them, they will grow well, like the lettuce. Blaming has no positive effect at all, nor does trying to persuade using reason and argument. That is my experience. No blame, no reasoning, no argument, just understanding. If you understand, and you show that you understand, you can love, and the situation will change"? Thich Nhat Hanh

In my recent Alumna Talk at GRG School Management I spoke about keeping an open mind. While growing up, I learnt from my Grandparents that people with an open mind will stop at nothing and they do not let past failures affect them. Along the journey of life we will meet people with different cultures, opinions and ideas, be open to them, learn from them, and share your ideas with them. We have to be able to make their journey, experiences and ideas as our own and then use it to change your attitude and your interactions and your relationships.

Time and again as business students and professionals we have been told that soft skills are very essential for both personal and professional life. It is also believed that Empathy is very essential soft skill for a business professional, but it is

more important to have it to be a better person. Some may even argue that an empathetic leader may not be as strong, as empathy may make you emotional and lead to poor decision-making. I believe these people have a misunderstanding on the meaning of empathic leadership. Now there may always be two sides to every situation that you experience, it is always important to understand other person's view and experience as your own and not how you perceive their experience is.

According to me it is very important to be Empathetic. An empathetic leader will be able to feel and understand their co-workers and customers need and be able to give logical and viable solution to satisfy their needs rather than an emotional solution. For an empathetic leader there is always a challenge in understanding the thin line between logical and emotional solutions. A successful empathetic leader will be able to meet both ends into a happy relationship.

An empathetic leader always strives to be a problem solver; they not only know what the problem is, but also try and understand why and how they exist, how to solve them and why those solutions might work.

Always remember we must understand the institutions we inhabit and the spaces we occupy and work to change or improve them for the better. That's when we truly make a difference in our lives both personally and professionally.

by **Ms. Harsha Vimalchand** - Alumna (Class of 2009-PGBBA)

“ The most efficient way to produce anything is to bring together under one management as many as possible of the activities needed to turn out the product. ”

- Peter Drucker

PREVENTING BYSTANDER EFFECT

Bystander effect occurs when the presence of others discourages an individual from intervening in an emergency situation. The term bystander effect refers to the phenomenon in which the greater the number of people present, the less likely people are to help a person in distress. In an emergency situation, observers are more likely to take action if there are only a few or no other witnesses.

There are two major reasons that contribute to the bystander effect. First, the presence of other observers creates a diffusion of responsibility. Since there are other observers, individuals do not feel as much pressure to take action. The responsibility to take action is thought to be shared among all of those present.

The second reason is the need to behave in a socially acceptable manner. When other people do not react, individuals often consider this as a signal that a response is not appropriate. Some other researchers have opined that

observers are less likely to intervene if the situation is ambiguous.

How to prevent bystander effect? According to some psychologists, simply being aware of this tendency is perhaps the greatest way to prevent. When faced with a situation that requires action, understanding how the bystander effect might be holding you back and consciously taking steps to overcome it can help. But this does not mean that you should place yourself in danger.

But what if you are the person in need of help? How can you inspire people to help you? The best way is to single out one person from the crowd, make eye contact and ask that individual in particular for help. By personalizing and individualizing your request, it becomes much harder for people to turn you down.

By **Dr. P. Paramanandam**, Professor, GRGSMS

THE SEED OF HOPE

Education is not the learning of Facts but the training of mind to think - Albert Einstein

Revolutionizing education has brought remarkable changes in the mindset of the people. The ultimate aim of learning is to share the knowledge to others rather than becoming self-centered. Training our mind to know what is right and wrong and make the individual being responsible is what the education is expected to be. Pause for a minute, are we really practicing education or is it simply applying the 'learning of facts' concept? Education should emphasize on individuals responsibility towards the society. Talking about sustainable development has made us to rethink about the future too. The pace at which the world is running, will it (resources) be sufficient for the future to use or is it justifiable for us to move to other planet after depleting the resources available here.

Education shouldn't be a mean for exploitation; it only means to share knowledge the world around. Education becomes

worthwhile only when an individual brings out the best version of himself. "Socially responsible" has become a buzzing phrase, and all the organizations and institutions have implemented. But is it achieved? Is financial help to NGOs is itself enough? Does a common man is able to lend money to poor when he himself struggling to manage a standard living?

This is where education can cut through all the barriers and bring a ray of hope. Education and education only can change the way of lives. A few institutions have started initiating this hope for future by making sure that the youth is aware of what they learn is passed for the betterment of others (especially the Unprivileged). Creating a value embarks its own way in nurturing the way we see the world through empathy and also developing the individuality among youth by living the way they look upto themselves.

By **Ms. R. Sreeprabha**, Assistant Professor, GRGSMS

“There is nothing so useless as doing efficiently that which should not be done at all.”
-Peter F. Drucker

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